

## Message Text

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PAGE 01 LAGOS 01723 142251Z  
ACTION AF-08

INFO OCT-01 EB-08 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 PRS-01 /047 W  
-----150251Z 039993 /67

R 141250Z FEB 77  
FM AMEMBASSY LAGOS  
TO SECSTATE WASHDC 9289  
USDOC WASHDC  
INFO AMCONSUL IBADAN  
AMCONSUL KADUNA

UNCLAS LAGOS 1723

E.O. 11652 : NA  
TAGS : BEXP, EQUIP, NI  
SUBJ : PRINTING AND GRAPHIC ARTS CATALOGUE SHOW--DAILY TIMES  
EXHIBITION

REF: A) STATE 17379; B) LAGOS A-10, FEB. 12

1. REF A SETS NEW DATES FOR JUNE 6-10 FOR THIS EVENT IN LAGOS.  
OTHER POSTS PARTICIPATING UNKNOWN HERE.

2. WE LEARNED LAST WEEK THAT LAGOS DAILY TIMES NEWSPAPER PLANS  
AND QTE EXHIBITION ON PRINTING; PACKAGING, PUBLISHING UNQTE FOR  
JULY 24-30 AT LAGOS STATE CULTURAL CENTRE, VICTORIA ISLAND,  
LAGOS, WHICH IS MIDWAY BETWEEN EMBASSY AND FEDERAL PALACE HOTEL  
AND ACCROSS STREET FROM CONSTRUCTION SITE OF NEW EMBASSY.  
SEVEN-PAGE ANNOUNCEMENT OF EXHIBITION, ADVERTISING SUPPLEMENTS  
(SCHEDULED FOR JULY 25,28, AND 30) AND EXHIBITION BROCHURE  
ENROUTE REF B.

3. ESSENTIALLY, EXHIBITION CONSISTS OF APPROXIMATELY 50  
STANDS IN HANGAR-LIKE CULTURAL CENTRE, WHICH RECENTLY HAS  
HOUSED SWIDISH, BRITISH AND LAGOS STATE EXHIBITS AND IN MARCH  
WILL HAVE AUSTRALIAN EXHIBIT. STANDS MEASURE 15X10 FEET  
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RENTING AT NAIRA 560 (DOLS 896) OR 10X10 FOR NAIRA 420 (DOLS 672).  
FULL PAGE SUPPLEMENT AD IS NAIRA 828 (DOLS 1,325) AND FULL  
PAGE BROCHURE AND NAIRA 150-200 (DOLS240-320), HIGHEST FOR  
BACK COVER.

4. THIS RAISES QUESTIONS OF WHETHER TO CHANGE DATES OUR SHOW  
AND HOW ELSE TO EXPLOIT TIMES EXHIBITION. OPTIONS SEEM TO BE:

A. STAGE OUR SHOW WITHIN EXHIBITION. THIS MEANS CHANGING DATES AND PROBABLY RENTING TWO LARGER BOOTHS FOR SPACE 30X10. PROS: GUARANTEED LARGER AUDIENCE THAN SOLO SHOW WOULD DRAW (TIMES EXHIBIT MANAGER ESTIMATES 1,000 DAILY), LOGISTICS SOMEWHAT EASIER. CONS: THERE ALWAYS RISK TIMES EXHIBIT WILL BE CANCELLED; DIRECT FINANCIAL OUTLAY FOR STANDS AND ADVERTISING MIGHT BE HIGHER THAN FOR SOLO SHOW BUT SHOULD BE OFFSET BY SAVINGS INDIRECT EXPENSES; MIGHT DISRUPT RECRUITING PRESUMABLY ALREADY UNDER WAY.

B. STAGE OUR SOLO SHOW JUNE 6-10 AND REPEAT IT WITHIN TIMES EXHIBIT. PROS: MORE EXPOSURE. CONS: COSTLY EXPENDITURE OF FUNDS AND EMBASSY RESOURCES; LARGELY SAME AUDIENCE.

C. STAGE OUR SOLO SHOW JUNE 6-10 AND ADVISE PARTICIPATING FIRMS TO FOLLOW UP WITH OWN EXHIBITS IN TIMES EXHIBITION. PROS: LEAST COSTLY. CONS: SMALLER AUDIENCE THAN A OR B ABOVE.

5. USIA: BEAR IN MIND THAT USIS WILL PARTICIPATE WITH VIDEO TAPES AND BOOKS IN OUR SHOW.

6. MARKET SITUATION: WE THINK THIS YEAR AND NEXT ARE RIGHT TIME FOR AMERICAN FIRMS TO DEVELOP THIS SECTOR, WHICH VERY PROMISING. PRINTING IS PROPOSED CAMPAIGN FOR FY78 CCP(SEE MARKET SUMMARY LAGOS A-9 OF FEB. 7). WE UPDATING EXISTING MARKET RESEARCH (LAGOS A-56, APRIL 1, 1974) BUT CANNOT HAVE NEW AIRGRAM IN WASHINGTON BEFORE MARCH.

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UM ACTION REQUESTED: EMBASSY PREFERS TO CHANGE SHOW TO TIMES EXHIBITION (OPTION A) ON GROUNDS IT OFFERS MORE ADDITIONAL BENEFITS THAN ADDITIONAL COSTS AND CHANGE WOULD CAUSE LITTLE INCONVENIENCE. IF TIMES EXHIBIT CANCELLED WE CAN STAGE SHOW ON OWN. USDOC, INDUSTRY REP AND OTHER PARTICIPATING FIRMS MAY HAVE OWN PREFERENCES. PLEASE ADVISE. ALSO PROVIDE NAME AND OFFICE ADDRESS USDOC CONTROL OFFICER.

8. FOOTNOTE: FIRMS MAY WISH TO ENTER OWN EXHIBITS IN TIMES SHOW OR IN LAGOS INTERNATIONAL TRADE FAIR NOVEMBER 27-DECEMBER 11.  
EASUM

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## Message Attributes

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**Review Markings:**  
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